

Minneapolis Community Development Agency

Request for City Council Action

Date: July 22, 2002

To: Council Member Sandy Colvin Roy, Transportation and Public Works Committee

Prepared by: Darrell Washington, MCDA Project Coordinator, 673-5174

Approved by: Chuck Lutz, MCDA Interim Executive Director _____

Subject: Authorization to name two streets as determined by the Minneapolis City Council

Previous Directives: On July 31 1998, the City Council approved a resolution affirming a special law approved by the Minnesota Legislature in 1997 relating to the establishment of a housing transition tax increment district. On July 30, 1999, the City Council approved the Near North Community Redevelopment Plan. On March 24, 2000, the City Council approved the Near Northside Master Plan. On May 12, 2000, the City Council and MCDA Board approved a Master Development Agreement with McCormack Baron. On August 25, 2000, the City Council approved a Stage 1 Finance plan for the park, open space and infrastructure improvements to be constructed in Phase 1. On May 18, 2001 the City Council approved a financing strategy for the North-South Boulevard in Bassett Creek Valley. On June 8, 2001 the City Council and MCDA Board approved the business terms of the Phase 1 Development Agreement (Rental Components) and authorized City officials to enter into a Joint Powers Agreement with the MCDA and MPHA. On June 22, 2001, the City Council and MCDA Board approved the Hollman Transition TIF Plan, Modification No. 13 to the Grant Urban Renewal Plan, and Modification No. 84 to the Common Development Tax Increment Finance Plan. On December 28, 2001, the City Council approved Modification No. 14 to the Grant Urban Renewal Plan and Modification No. 87 to the Common Plan

Neighborhood Group Notification: Not Applicable. The Near Northside Master Plan, on which the Heritage Park development is based, was the subject of an extensive community process in 2000. In addition, the recommendations for street names, as described in this report, were also the product of a community process.

Consistency with *Building a City That Works*: The Heritage Park development is consistent with Goal 2: Ensure an array of housing choices exists to meet the needs of our current and new residents to the city.

Comprehensive Plan Compliance: Phase 2 of the Heritage Park development is consistent with the current Comprehensive Plan

Zoning Code Compliance: Phase 2 is consistent with the current Zoning regulations.

Impact on MCDA Budget: (Check those that apply)

- ☒ No financial impact
- ☐ Action requires an appropriation increase to the MCDA Budget
- ☐ Action provides increased revenue for appropriation increase
- ☐ Action requires use of contingency or reserves
- ☐ Other financial impact (Explain):

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Living Wage / Business Subsidy: Phase 2 of the Heritage Park development involves only housing, which is exempted from Living Wage and Business Subsidy Act requirements.

Job Linkage: Phase 2 of the Heritage Park development involves only housing, which is exempted from Job Linkage requirements.

Affirmative Action Compliance: The development agreement for Phase 2 will require the developer to comply with all applicable MCDA and City affirmative action goals.

Recommendation:

1. Approve the renaming of *Unnamed Street A* in the Heritage Park development as "Gertrude Brown Place";
2. Approve the naming of *Unnamed Street B* in the Heritage Park development with one of three names contained in the body of this report;
3. Direct that all dwellings located on said streets be assigned numerical street addresses;
4. Direct staff to inform all agencies and other governmental authorities of the names of said streets.

Background/Supporting Information

Phase 1 of the Heritage Park development is set to open this fall. The names of the streets within the development generally follow the existing street grid of Minneapolis. There are two streets, however, remaining to be named, as shown on the attached map (Exhibits 1 and 2) as *Unnamed Street A* and *Unnamed Street B*. Upon passage of a resolution naming the streets, staff will also circulate the names to all agencies and other governmental authorities for mapping and recordkeeping

Unnamed Street A

Unnamed Street A is wholly contained within the Heritage Park Phase 1 area and is a pair of one-way streets, running generally in a northeast to southwest direction, surrounding an elliptical 'pocket park'. Staff is recommending its name be changed to "Gertrude Brown Place." Gertrude Brown was a leader in Minneapolis' African-American community in the 1920s and 1930s. She served as head of Phyllis Wheatley Community Center, and was a member of Minneapolis' Housing Board, a predecessor of today's MPHA.

Unnamed Street B

Unnamed Street B is the project's signature street and has commonly been referred to until now as the 'North-South Boulevard'. Ultimately the street will reach from 12th Avenue North on the north to Dunwoody Boulevard on the south. It will weave through Heritage Park touching all four housing development phases, two new parks, and also the Near North, Harrison, Bryn Mawr & Lowry Hill neighborhoods. The name selected by the City Council at this time will only affect the portion of the boulevard that lies between 10th Avenue North and Olson Highway. However, it will be applied to the other portions of the boulevard as platting occurs in the various project phases.

The boulevard will include divided roadways with one travel lane in each direction, parking bays, and a variable-width median. This median will include a pedestrian path surrounded by native plantings to filter and cleanse stormwater. The right-of-way will include pedestrian-scale lighting and a 10' bicycle trail that will eventually connect to the Cedar Lake Trail and the planned Bassett Creek Trail.

Naming Process

Because *Unnamed Street B* extends through several neighborhoods, and because of its significance not only to Heritage Park, the surrounding neighborhoods and to the city, MCDA invited interested residents to participate on a Naming Committee to develop street name recommendations for the North-South Boulevard. The resident

group included two representatives from each neighborhood that abuts the new boulevard. The committee included residents from five neighborhoods: Near North, Harrison, Bryn Mawr, Willard-Hay and Lowry Hill. The charge of the ten-member committee was to develop street name recommendations to present to the Minneapolis City Council.

The committee met for three hours on Saturday, April 20, and again for three hours on Saturday, April 27. The MCDA commissioned Assata Brown from HER, A Personal Development Company, to facilitate the meetings. Nine residents attended each meeting. The committee developed a list of names divided into three categories: historic, geographic, and development. The report of the Naming Committee is attached as Exhibit 3.

To broaden the base of participants, the MCDA also asked neighborhood institutions to offer their recommendations using the same categories. Thirteen organizations were contacted and asked to participate - five responded with recommendations. These names were included with the list of names recommended by the Naming Committee (see Exhibit 4).

MCDA staff presented Council Members Johnson Lee and Goodman with a list of all names generated by the two-step process and Ms. Brown's final report of the resident group's recommendations. Based upon those discussions, staff is recommending that one of three names be selected:

- Bassett Creek Valley Boulevard
- Heritage Boulevard
- Sharon Sayles Belton Boulevard

The following materials are attached as Exhibits:

- Exhibit 1 - A map of the Heritage Park development that highlights Phase 1
- Exhibit 2 - A map of the Heritage Park development that highlights *Unnamed Street B*
- Exhibit 3 - North-South Boulevard Naming Committee Report
- Exhibit 4 - List of recommended names from Naming Committee and neighborhood institutions